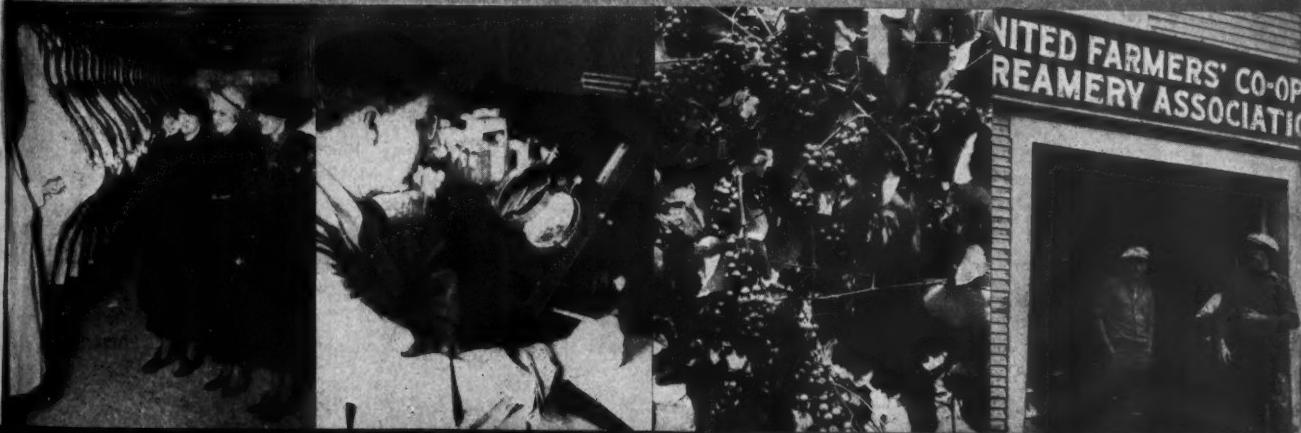




CONSUMERS' GUIDE

OCTOBER 10, 1938



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MARY TAYLOR, Editor

AIRPLANE PILOTS may get too low in their supply of Vitamin A, warns the Army Air Corps. We have been accustomed to thinking that lack of Vitamin A was chiefly a problem of children who weren't getting enough of the "protective foods," usually because their families could not afford to buy them. It is chiefly, but not entirely, that. And the Air Corps is concerned because a shortage of Vitamin A shows itself in night blindness.

"We would expect individuals living on the economic plane of pilots to have adequate vitamin-containing diets," writes the Director of the Department of Ophthalmology of the School of Aviation Medicine, in the July 1 issue of the Air Corps News Letter. Some recent investigations, however, seem to show Vitamin A deficiencies occurring with frequency in people of over 40, although not all experts are agreed on these results. Some reasons are suggested for this lack. Older people may have become set in diets which did not take account of the comparatively new vitamin science. People over 40 may tend toward obesity, and hence cut down on milk, cream and butter, without making up for the Vitamin A they lose in this way.

"As a protective and prophylactic measure," suggests the article, all pilots above the age of 35 should include in their daily diets foods which contain 4,000 units of Vitamin A. "This

amount of Vitamin A can be obtained in two cooked leafy vegetables, such as spinach, sprouts, or cabbage; one uncooked leafy vegetable, such as lettuce, and the drinking of one quart of milk (providing the cows have been fed on green fodder)." There are of course other sources of Vitamin A—butter, cream, egg yolk, liver, carrots, sweet peas, pumpkins, green beans, green peas, etc. For those who have been diagnosed as suffering from a deficiency of Vitamin A (as well as for the youngsters), there are cod liver and other fish liver oils.

● ANYONE who thinks that the "consumer movement" is the exclusive property of women, or of middle-and-high-income folks, should look at the 30-page mimeographed booklet just put out by the International Ladies' Garment Workers' Union. "The Worker as a Consumer," is its title; Mark Starr and Helen Norton its authors.

Here is the point of departure for this essay in consumer economics and consumer action: "John Jones does not think of himself either as a producer or as a consumer. He just wants enough money to buy groceries and pay the rent and get new shoes for the kids. Of course he is really both a producer and a consumer. On the production end, he digs coal or makes coats or drives a truck to help produce and deliver goods that other people

will use. In turn, he eats the potatoes and wears the clothes and lives in a house that other workers have labored to produce for his consumption."

The union member's economic horizon cannot end with his pay check. "The far-sighted trade unionist—and his wife, who does most of the buying—will see that workers must be protected as consumers. Of what use are high wages if high prices eat them up? How can the standard of life be really raised if workers do not know the truth about the quality of the things they buy?"

As an example of why workers have to think of themselves as consumers, and work for proper consumer protection, the authors get down to specific cases. Thus, food and drug regulation: "It is the worker and farmer and their families who cannot afford proper medical advice and treatment who become victims of patent medicines and quack doctors . . . Because they must buy cheap foods, workers suffer most from adulterated foods."

The booklet tackles the problem of getting good quality and low prices for consumers without depriving the worker of a fair wage or the farmer of a fair return on his work.

● WEIGHTS and measures are a consideration between retailer and wholesaler, between farmer and processor, as well as between housewife and store-keeper or peddler. If weights and measures practices penalize the retailer, however, he is likely to adjust his prices to the consumer accordingly.

Announcement is made by the Weights and Measures Bureau of New York State's Department of Agriculture and Markets that one of the country's biggest packers is discontinuing the practice of including the weight of paper wrappers on pork products as part of the invoiced weight charged to retailers. Other large packers, says the Bureau, are going to follow suit. Retailers will then cease to pay pork prices for paper wrappings, which may amount to as much as one pound in a 50-pound package. Eventually some of the benefits of this adjustment should come home to consumers.



A COMMITTEE of Philadelphia growers examines plans for a market which would save consumers money, end unsanitary conditions, and increase their returns.

Philadelphia Goes to Market

Growers, dealers, and consumers make history in the marketplace. Market inefficiency places a tax on fruits and vegetables that Philadelphians have decided to repeal. Here we give a frontline report on their campaign

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WHEN the ledgers in the offices of the Philadelphia produce dealers are balanced on December 31 of this year their total sales probably will add up to a million and a half dollars less than last year. No produce dealer will have to scratch his head wondering why the total is smaller; he will know. Workers around the market, on the other hand, may not know why there will be fewer jobs for them, and perhaps smaller wage payments.

The reason is that Philadelphia has

five wholesale fruit and vegetable markets, some antiquated, some fairly modern, where one thoroughly modern one would do. Five rings, the produce dealers explain, make a bigtime circus. Five markets result in a lot of clowning too, but it is efficiency that growers and buyers want in a market, not clowning.

When Florida oranges float up to the Philadelphia piers inside the holds of a coastal steamer, longshoremen pile onto the deck, some of them pull tar-

paulins off the winches, others descend to the holds, and soon cranes start swinging across the sky, and crates of





"YOU'RE violating the law, buddy." But fire plugs will naturally be covered up when dealers have no place to pile their produce except on sidewalks and in gutters. Modernized markets would give dealers ample space in sanitary storage rooms for the display of these carrots.

oranges are landed onto the docks. It looks like journey's end for the oranges, but they are just beginning to travel. After they are unloaded from the boat they are loaded on a freight car and hauled to a freight terminal where they are auctioned off to dealers. Then they are loaded onto trucks and hauled three miles to a street market where later they are again loaded onto trucks and hauled to the stores.

● COUNTING up the stops, the loadings and the unloadings in Philadelphia alone, on the fingers of both his hands, the produce dealer explains, first, the oranges are taken off the boat; second, they are loaded on freight cars; third, they are unloaded from the freight cars at the freight terminal; fourth, they are loaded onto trucks; fifth, they are hauled to the street market; sixth, they are unloaded again and carried into wholesale stores; seventh, they are loaded onto another truck to be carried to the retailer's establishment; and eighth, they are unloaded once more, to be sold to consumers.

"Is it expensive to do all this haul-

ing around?" a consumer might ask the produce dealer.

"Expensive!" the produce dealer will reply. "What do you think?"

"All right," the consumer might say, "what is the result of all this?"

"Here," the produce dealer replies, "read this." Handing the consumer a mimeographed report, he says, "This tells the whole story."

"Thanks, I'll take it with me to read, but before I go," then the consumer might ask as a final question, "is Philadelphia the worst city in the country in this respect?"

"No," a scrupulous dealer would reply, "some cities are even worse off, but Philadelphia is what we have to worry about. We live here."

The mimeographed report is an analysis of the Philadelphia market situation made by experts from three agencies, the New Jersey College of Agriculture, Pennsylvania State College, and the Division of Marketing Research of the U. S. Department of Agriculture's Bureau of Agricultural Economics.

On a map the fruit and vegetable

procession looks like a spider web. Threads spin in to the spider at the center, which is the market, from every direction. Thicker and more numerous at the center, the threads are thinner and more tenuous away from the center. The threads in this case are the lines along which fruits and vegetables travel to Philadelphia. Some reach out to Arizona, some to California, some to Florida, some to Maine, and then a great many tie in from the Eastern Shore of Maryland, from the Pennsylvania farming districts, and from the New Jersey truck garden area. Bound together like this, when something goes wrong at the center, people suffer not only in the city but all along the paths the threads take. Local marketing problems when aggravated become State problems and later a national problem. The more so in the case of fruits and vegetables, since the Philadelphia market isn't the only antiquated market in the country.

● LIKE any other social or economic problem this one did not appear over night. People became aware of it slowly. First, growers complained that they were not getting enough for their produce to repay them for their labors. Produce dealers began to note falling profits. Traffic experts looked at the traffic tie-ups and asked what to do. Consumers began to kick about prices. Government agencies began to look into the problem. Then things began to crystallize.

The New Jersey College of Agriculture and Pennsylvania State College, cooperating with the U. S. Department of Agriculture, made a study of the Philadelphia market and publicized their results. Congress authorized the Federal Trade Commission to make its Agricultural Income Inquiry, of which the Fruit and Vegetable Inquiry was a part. Reporting on the problem, the Federal Trade Commission described the situation again.

Experts and ordinary people getting together to work out a plan for social improvement frequently clash. Experts know what should be done and are very good at drawing blueprints for perfect arrangements. But then plain people know what they are doing

and usually have good reasons for doing it their way. They may want to improve things, very often they do, but they want to do it gradually, without too great a break in their habits.

But in studying the Philadelphia market the marketing experts of the Bureau of Agricultural Economics went at the problem of the market in a sensible, practical manner. Just what, they wanted to know, did the people who used the market think of it? So they asked questions of hundreds of growers, wholesalers, retailers, truckmen, and others, and used the answers to help them analyze the situation and make up their own report.

"Dealers should stop doctoring up samples and misrepresenting quality," one man replied to a question.

"Eliminate dishonest dealers," another man said. A third spoke up for the little fellow, "Stop discriminating against him."

Practical - detail-minded, a fourth wanted sales at the terminal to be held earlier in the day during the summer. Equally technical-minded, another man said, "Combine the markets so that rail and truck receipts are sold at the same place."

Wholesalers said, "Arrange things so we won't have to sell rail receipts at one place, boat receipts at another, and truck receipts at a third, all of which makes our expenses high."

Buyers replied, "This condition is bad for us too, for we have to buy at all those places."

One man, obviously tired of long working hours, asked that "selling hours be strictly enforced."

• OTHERS had their own ideas. One person thought the farmers should grade their produce better. Another wanted traffic conditions improved. Someone wanted to keep the small buyers out of the wholesale market.

An impartial look at the Philadelphia market situation, which is the way the Department of Agriculture did look at it, explains why everyone found something wrong with the markets, while few found exactly the same thing wrong.

Dock Street is Philadelphia's largest market. It first became a market in



"THE MAI LS must go through"—even through potatoes. A potato tidal wave in the Philadelphia market piles potatoes on the streets, up and over a mailbox, and, at highest tide, almost over the top of a city street light.



CARROTS stop off in the gutter for a few hours on their way from farmers to consumers. There would be no need to display carrots from gutters in a properly designed market.

1693, when it was nothing more than a creek down which an Indian might come paddling of a morning. The Indians called the creek Coocanon, but the English settlers, finding Coocanon too much for their tongues, renamed it Dock Street. Trading in those days

was directly between farmers and consumers, and very little of that. But as Philadelphia expanded, other markets, still for farmers and consumers, were established. By 1850 there were 11 market places.

Along about 1870, wholesalers, job-

bers, and retailers had come between farmers and consumers, and Dock Street had become a wholesale and jobbing market. Railroads began to bring produce to town, and then the railroads built terminals for the wholesale distribution of fruits and vegetables. Finally, when it looked as if the street markets were through, the truck came along. Now the street markets, which were designed for horses and wagons in other days, are jammed tight with the huge produce-laden motor trucks of today.

● HISTORY, geography, and chance have combined to give Philadelphia 5 wholesale markets, 2 street markets (Dock Street and Callowhill Street), 2 railroad produce terminals, and the piers. In addition, the chain stores have established their own warehouses, to which most of their produce is shipped directly from the growers.

The railroad terminal produce buildings handle the produce which comes by rail. But each is unwilling to handle produce arriving over other railroads or by motor truck although all have considerable idle space.

Truck receipts are handled at the Dock Street and Callowhill Street Markets. Both are about 4 miles from the terminals. Dock Street Market has about 150 wholesale stores; Callowhill has about 100 stores. Dock Street does about 3 times as much business as Callowhill.

Some things divide very well 5 ways, but when a market is unnecessarily divided 5 ways a lot of money is spent needlessly, a lot of time is consumed to no purpose, and a lot of fruits and vegetables don't get where they are supposed to go.

Engineers and architects have taken steel girders and cement and wood and a vast number of other building materials, and out of all these, with the labor of thousands of men, have built in Philadelphia 2 splendidly designed railroad terminals. One of them, containing 3 buildings, has a concourse 800 feet long, and the other, with 2 buildings, has a concourse 1,000 feet long.

Either terminal is almost large enough and efficiently enough arranged

so that it could handle all of the fruits and vegetables that come into Philadelphia. The idle space in these buildings is greater than the combined floor space of all the stores in the Dock Street Market. Both of them are markets, but each deals only in the produce which is shipped in over the railroad which owns the terminal.

In August few tomatoes are shipped into Philadelphia by railroad; most of them arrive by truck. Buyers who want tomatoes must therefore go to one of the street markets. Table grapes, however, do arrive in August by train. They are for sale at the terminals. But a buyer who wants to buy grapes plus tomatoes must go to the terminal and then to the street market.

Only large buyers use the terminals. Retailers who buy only 3, 4, or 5 lugs of grapes at a time buy their grapes at the street markets. For them grapes must be unloaded at the terminal, loaded on trucks and hauled to the street markets. The sale of grapes at the terminal, incidentally, is held just after the street market closes, so the grapes are hauled to the street market and placed on the sidewalk to deteriorate until the next market day. The cost of hauling a carload of grapes from the terminal to the street market is \$30.

Chain stores, and other large buyers, have rebelled against the merry-go-round which fruits and vegetables get when they enter the Philadelphia market. First the buyers themselves objected to chasing around from market to market buying produce which should have been all in one place. Then the chain stores' efficiency experts looked over the scene and they said, there must be a cheaper way to handle all this. They thought about it and they found a cheaper way. They buy produce from the growers now, and have it shipped directly to their own warehouses on the railroad tracks. They short-cut most of their produce past the merry-go-round, though even chain stores must still buy some of their produce in the market.

Independent retailers, on the other hand, don't own huge warehouses. They must still buy at the markets. The result is that they are at a disadvantage in competing with chain stores

so far as selling produce is concerned.

Farmers, disgusted, have taken to shipping their produce to other markets. They have opened roadside markets where disgusted consumers come out to buy from them at prices that don't include circuses. Farmers, too, are shipping by truck directly to buyers.

The carousel goes on, of course. But underneath the noise and the confusion there is a threat to the Philadelphia market economy, and a threat to the wages and jobs of Philadelphia workers.

● FIVE markets would be bad enough if they were five perfect markets. But the street markets were never designed to handle the congestion that chokes them every night. Trucks crowd against each other. Inadequate display facilities mean that huge quantities of produce are piled up around fireplugs, onions are dumped in the gutters, lettuce and celery are stacked on the sidewalk, crates mount up and over lamp-posts. Congestion, lack of sanitary facilities, noise, all together add up to a distinctly unwelcome produce market situation.

Whether there is a connection between the physical disorganization of the market and the market practices, is open to question. But the investigators were looking at the whole problem, so they touched on the matter of practices and ethics, too.

By sampling opinions every one knows it is possible to find out rather accurately just what a country full of people is thinking. By sampling vegetables one can determine how a carload of vegetables grades. But every one knows that the sampling in either case must be done honestly and scientifically.

Samples in produce markets are not always selected honestly or scientifically. For example: A freight car of produce is sold on the basis of samples. But when the samples are selected, sometimes 20 boxes are taken from the freight car and the best five boxes of the 20 are then used as the sample. When that kind of sampling practice is indulged in the result is that buyers don't rely solely on samples. Instead they listen to a seller's description of a

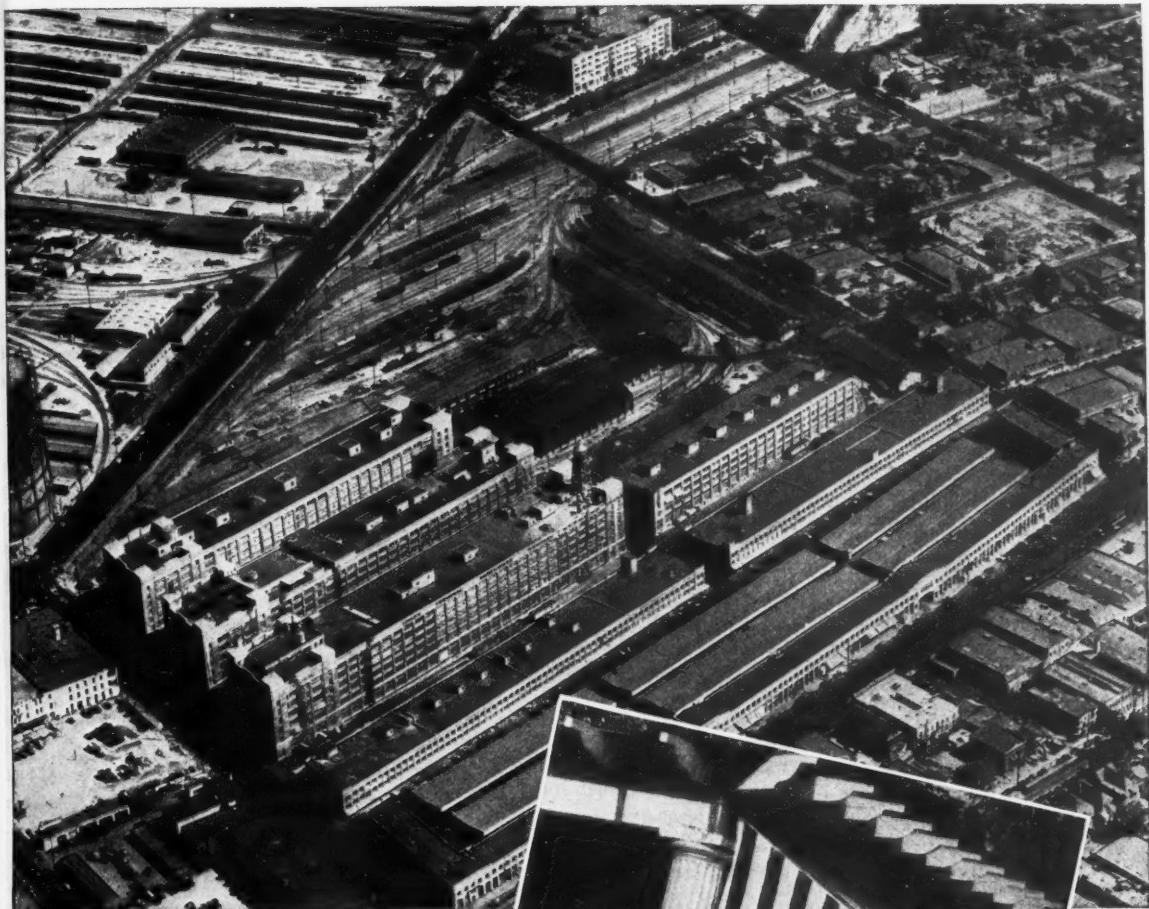
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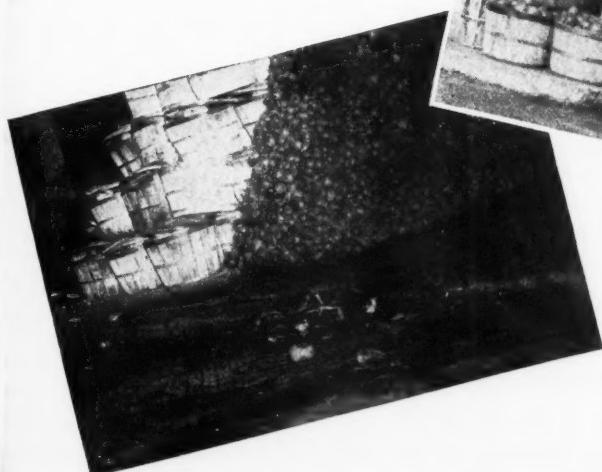
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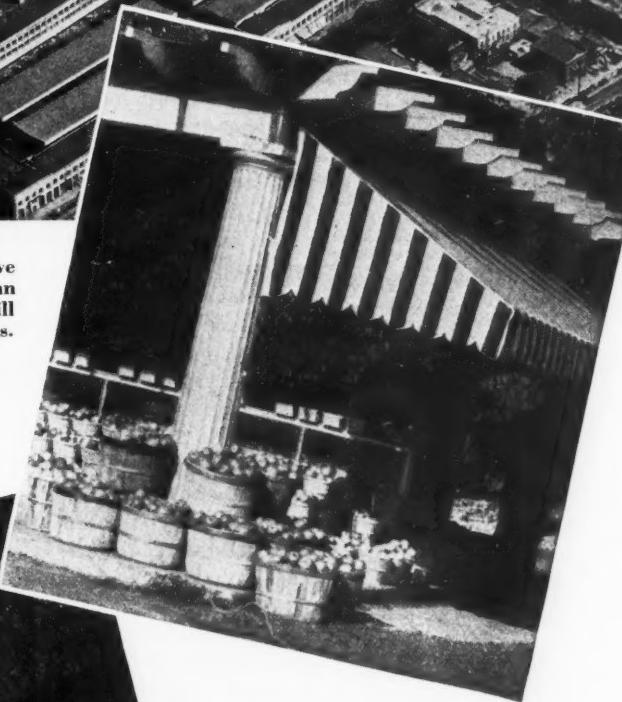
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AUTOMOBILES, razors, and toothbrushes have all been streamlined. And markets, too, can and must be modernized. A model market will have terminals for trains, trucks, and boats. (Above.)



CONSUMERS, discouraged by high prices and inefficiency, may—if they have cars—turn to roadside markets (above) where they bridge the gap between themselves and farmers.



MARKET conditions like these send city wholesale markets into decline. One result: Farmers reroute their supplies to other city outlets and to country markets. (Left.)

8 carload of produce and then discount it by their own knowledge of the seller's practices. If he has a reputation for telling the truth he is taken at his word; if not, whatever he says is discounted. If, when deliveries are actually made, buyers think that they were misled despite the discounts, they don't pay their bills in full. This practice, called clipping of bills, means that price reports are inaccurate because no one knows what he is getting for a carload of produce until he is actually paid for it. Law suits arise, collections are delayed, and soon business arrangements become as congested as the market itself.

● THERE is a law that could correct this, if the people to whom misrepresentations were made invoked it. It is called the Perishable Agricultural Commodities Act and it forbids just this kind of thing. But if aggrieved people in the trade do not invoke the law, it cannot be enforced. The law should be enforced, the investigators said, but it would also help if there were an independent, impartial sampling agency.

Dealers, caught in the market where business is declining and profits are vanishing, try to keep going by staying open longer hours. Some dealers nowadays are open from midnight Sunday to midnight Saturday. Dealers are overworked and labor is overworked to no particular purpose. A city ordinance might do the trick, the investigators say, but some drastic reform in the market would probably help just as much.

Truck shipments, too, create a problem that is complicated by the many markets. Buyers and sellers must know how much of a product they want and how much is available before they arrive at prices. But when trucks arrive in markets at irregular hours and without warning, calculations are upset and prices go rocking back and forth, sometimes higher than supply conditions justify, sometimes lower. The 5 markets encourage trucks to drive from one to the other, scattering supplies, scattering demand, and producing something that approaches economic chaos.

● TO CORRECT this the report suggests that all trucks should be required to unload before a certain hour. Unloadings should be forbidden after certain hours.

A proposal has been made that the 10-ton trucks which roar into the street markets with their loads of peaches and apples and berries should be barred from the market. The investigators say that what is needed is space for these trucks, not additional expensive complications.

"There," in effect, the investigators say—pointing to the congestion, the lack of adequate buildings, the smells, the inefficiency, the noise, and the cost of Philadelphia's 5-ring circus—"is the problem. And if you don't solve it, fruits and vegetables are going to cost consumers more and more. Labor is going to lose out as farmers withdraw from the markets. Dealers will lose out as buyers find other places in which to buy."

● PLAINLY, the Philadelphia market needed a going-over. Then the growers began to feel the market pinch. And when it really got bad they called a meeting and organized a committee. That is where things stand now. A Committee on the Philadelphia Market is meeting. Having studied the reports and looked the situation over, they find that it is a huge job to get things done. To get things in motion they have discovered that they need support from consumers, workers, dealers, retailers, railroads, everyone who has a stake in the market.

Since so much of a democracy's work today comes out of committee meetings, and since consumers must use the committee technique (and some perhaps even participate in this very committee), it might be a good idea to look at this committee in action.

On August 9, in Philadelphia some 25 people came together. The acting chairman, a grower, announced that a research study had been made on the Philadelphia market but nothing had been done about it. The meeting, he thought, should decide what to do. That opened the meeting.

● TURNING to a representative of the Department of Agriculture's Bu-

reau of Agricultural Economics, he asked for advice.

"Well," the expert said, "nobody can tell you what you should do. About all that can be pointed out, is what you might do.

"You might build a completely new market with a railroad terminal, boat facilities, and a place where trucks could come comfortably.

"Then, if you decided to do that, you would have another problem. You could ask the present produce dealers and real estate interests in the market to build the market. You could have a city agency build and supervise the market. Or you could do what the people of New York did. They established a Market Authority, like the Authorities that build bridges and clear slums. Completely independent, but nevertheless a government agency, such an Authority can issue bonds, build a market, and operate it, but it must maintain itself financially.

"Perhaps you will decide not to build a new market at all, but just to work with what you have.

"In that event you might consider consolidating market activities at the present Dock and Callowhill Street Markets. If you decide to do this, you must remember that these two markets are already overburdened.

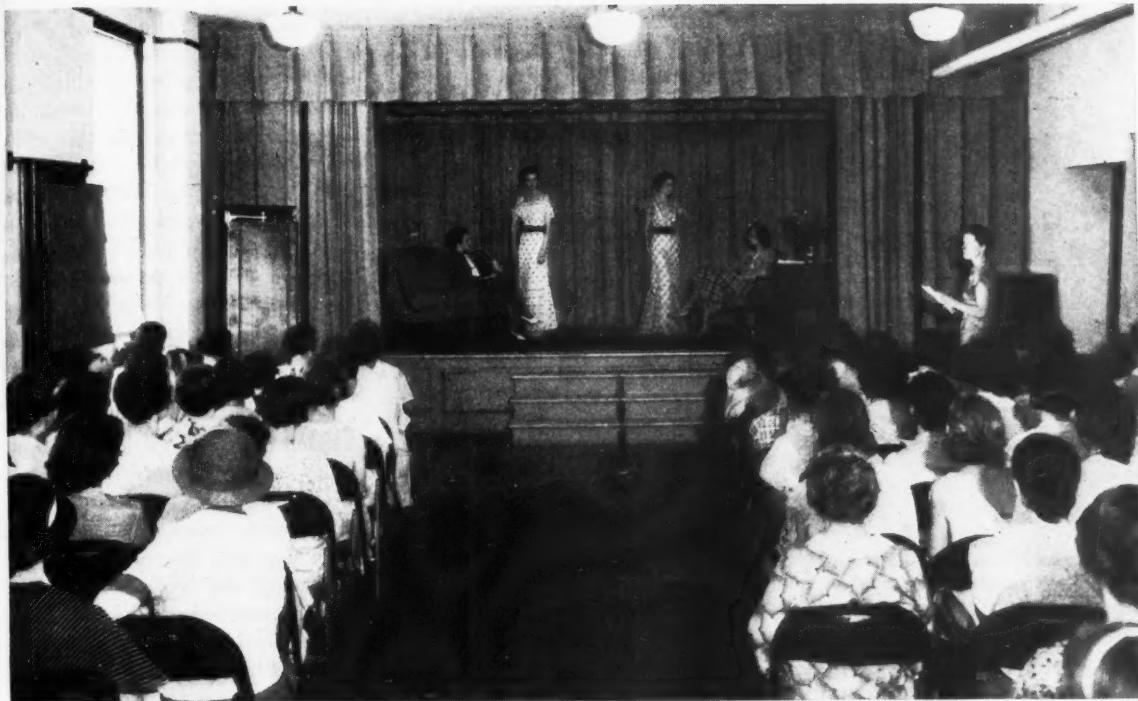
"Or you might persuade the railroads to open up their terminals to trucks and then install a new centralized market there."

"Hmm," the committee said in effect, "it looks like we will have to study this thing carefully. And it looks, too, as if we need a lot more organizations in on this thing studying it."

"Suppose," someone said, "we adjourn for a week to mull things over and to talk to other groups about the problem."

● THE MARKET doesn't adjourn, however, and Philadelphia consumers have a problem on their hands. Fortunately, they are in a position now where they can do something about it.

In the meantime, other consumers in other cities might look at their own markets some night, to decide whether they want to maintain them as they are.



THIS may not be a Paris opening, but these rural designers have lots of up-to-the-minute ideas on style. Many of these women will design and make their own clothes. Fashion shows are a regular feature of home demonstration work.

Reaching Rural Consumers

For 22 years farm housewives have been meeting under leadership of home demonstration agents to tackle buying and household problems

SAID in effect, "We will have to buy more. And it will cost a lot more." And, "we advise things over us about the

It adjourned, consumers funds. Fortunately now nothing about it. The consumers at their own decide whether as they are.

TRAIL blazers in teaching rural consumers how to make their dollars go farther have been the home demonstration agents of the Agricultural Extension Service of the United States Department of Agriculture. For 22 years—since the creation of the Agricultural Extension Service by the Smith-Lever Act in 1914—these country doctors for ailments of the rural household have been going into farm homes as pioneers in consumer education. Just as the farmer has been taught new methods in raising his crops and caring for his cattle by another section of the Extension Service, so has the farmer's wife kept up with

the times in homemaking, budget planning, food purchases, and the thousand and one other problems which plague farm and city housewife alike.

LAST YEAR there were 8,500 college trained individuals—men and women, white and Negro—scattered throughout the country keeping America's 6 and a half million farm families in touch with up-to-date developments in farming and homemaking.

The bill last year for the services of these extension workers was some \$31,000,000. The Congress appropriated \$17,500,000; \$6,500,000 came

from State governments as their share in the cooperative set-up; county governments gave \$6,250,000; and \$750,000 was paid by farmers' and women's groups in rural areas.

Three-quarters of this country's farm





TEACHING rural consumers how to track down weak spots in the family budget has been one of the major jobs of the Extension Service agents. First step towards household financial stability is setting up a family account book.

families receive incomes of less than \$1,500; that was their record in 1935-1936. And from these incomes must be deducted costs for labor, upkeep, farm supplies, taxes, mortgages. To help stretch these incomes as far as possible toward decent and comfortable farm family living, is the job of the 2,000 home demonstration agents.

● SCATTERED over 1,789 counties, they work under district and State leaders who make their headquarters usually at State agricultural colleges. By "shopping tours," lectures, and testing demonstrations, they teach farm housewives what to look for when they buy. Armed with these facts the rural consumer is in a better position than her urban sister to know how the products she buys should be graded or labelled for intelligent buying. Whether or not she is able to get this information when she shops is another matter.

The home demonstration agent is the general practitioner, as it were, in advising on rural consumer troubles. Her goal is to help the farm family get a better living by teaching the farm wife how to be an economical and informed consumer—either by making more efficient use of farm-grown prod-

ucts, or by learning to stretch her pennies when she buys.

Problems met by the home demonstration agent cover the landscape of consumer interest. It may be infant care, budget problems, kitchen planning, food standards, nutritional questions, clothing construction, or economy purchasing—in short, anything and everything that is listed under the generic name: "Consumer problem."

Local county groups of farm women—10 to 25 of them—meeting together once a month or more often, are the nuclei of this consumer education movement in rural areas. Usually these groups do their own deciding, with suggestions from the agent, as to what particular problem they want to study. They plan the program, discuss whether or not to spread it over a number of months or to study a series of different projects, and work as a group under a group-elected leader. The home agent provides exhibits, lectures, scouts for materials, and is always ready to give the group the benefit of her knowledge and experience in the fulfillment of a project.

Annual reports of the work of these advisors on rural consumer interests are laboratory manuals of the methods

they use and the results they attain. From the reports can be drawn a series of case histories giving a realistic picture of the far-flung activities of the home demonstration agent. A review of the highlights of the report for last year, describing the various projects organized among rural wives and their daughters, gives not only a graphic picture of the work of the extension agents; it also may offer many consumer ideas for those urbanites not served by these pioneers in consumer education.

● RUNNING a house involves, consciously or unconsciously, budget planning. Balancing the domestic budget calls not only for economy but ingenuity in stretching low family incomes. It's through the family account book that the secret leaks in the budget can usually be tracked down. Teaching consumers how to set up their own account books is one of the major jobs of the demonstration agent.

"I have proved to myself in the 3 months that I have kept the family account book that it is a valuable aid in helping me to get the most out of the money I have to spend each month," wrote a Delaware housewife after she had been taught account keeping. She barricaded her purse against wasteful leaks by studying her spending record over a period of a month. She found she was spending \$5 a month for soft drinks, almost \$13 for meals eaten away from home "unnecessarily." Entertaining dinner guests proved an \$8 expense. She was spending "over \$60 a month" just for food for 2 people. Result: in one month the food bill was cut \$10. In 3 months, "every account was from \$1 to \$10 lower."

Capitalizing on the backyard garden—both in saving money on household purchases and in small-scale marketing of the produce grown—was the result of many projects on money management. A Maryland demonstration agent reported that "account keeping has helped families see what their farm can contribute toward their living. Many of the accounts show that the value was 2 to 3 times as much for the food furnished as for that purchased.

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A review report for last various projects and their

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kyard gar- on house- scale mar- —was the money man- onstration not keeping their farm their living. Now that the much for the purchased.

This releases cash for those necessities that must be purchased." Picking up \$20 or \$30 through sale of excess fruits and vegetables to camps, local merchants, and neighbors builds up a nice reserve for many farm women who had previously thought there was no outlet for surplus products.

In one county in Illinois a specialist and assistant specialists from the University of Illinois cooperated with the agent in developing a project on home accounts and succeeded after several months in putting a number of farm homes in the vicinity on a strict business-like budget basis in handling domestic accounts.

● MARYLAND rural consumers tried a similar project and brought unexpected results. One was family cooperation. One woman wrote: "My husband used to laugh at my efforts in keeping accounts, but he doesn't laugh any more. We have found that our grocery bill is more than \$12 less in January, 1938, than in January, 1937, even though the children are eating more. We have found that by buying in quantity we can save a great deal. First step was to find out how to get the best possible diet to fit the families' needs and incomes. Then the group discussed quality points to look for in buying meat for different purposes; grading and informative labeling on canned goods; comparison between large and small quantity buying; comparative costs of bulk and package goods; standards of quality; and how to purchase fruits and vegetables.

● ARIZONA farm consumers followed a similar program. There the home management specialist went into 29 different communities in 8 counties in the State to give instruction on buy- manship and other problems of consumer education. Stressing food selection, the program was stretched over

Deficiencies in diet planning, too, were spotted by keeping accounts. Another Maryland cooperator kept an accurate record of her food purchases and food furnished by her small farm for home use for one month. She then matched it against the standards for "adequate diet at moderate cost" set up by the Bureau of Home Economics and discovered that her family—like many uninformed families—had a diet top-heavy in protein foods, such as meat, fish, and eggs. In a few months, she was able to write: "We have cut down on our grocery bill and besides that we all feel better."

If learning how to keep the household budget in balance is a first step toward the making of a star consumer, then wise buying is a second step. Wise buying means not merely knowing how to spot a bargain when you see one. It means knowing how to read labels, identify standards, com-

pare values. If the consumer looks for facts, labels, and standards which are still lacking at the point of sale, at least she learns how her case stands.

● IN RHODE ISLAND last year, the State Home Demonstration Leader inaugurate a project on "wise buying" in 2 counties. Gradually giving over the work to the specialist and the county home demonstration agent, she planned the work over a series of meetings, first discussing breakfast foods, then luncheon foods, and finally dinner. First step was to find out

how to get the best possible diet to fit the families' needs and incomes. Then the group discussed quality points to look for in buying meat for different purposes; grading and informative labeling on canned goods; comparison between large and small quantity buying; comparative costs of bulk and package goods; standards of quality; and how to purchase fruits and vegetables.

● IN COLORADO, the nutrition specialist conducted a project for about 60 local club leaders on the wise buying of food, the results of which the club leaders carried back to their local groups. By means of a questionnaire, they told which canned meat, fruit, and vegetable they used most. Several brands of each of these foods were purchased, "the size of the can and descriptions on labels noted; cans were opened; solid and liquid contents were measured; condition of contents was noted; cost per serving was figured, etc." A score card was kept and at the conclusion of the test the best buys for the consumer were decided on. To top off the conference, the tested foods were prepared into a luncheon at a net cost of 15 cents for each woman present.

Similar tests were made on various brands of cocoa, vanilla, and lemon extracts, cereals, flour, and meats.

Projects such as this in other States followed the same procedure, except that many of them applied the "blind-

THESE men are not selling meat; they are teaching consumers how to buy it. Farm housewives see such information pointing the way to government-graded meats. Arranging meetings like this for rural consumers is part of the regular program of home demonstration agents.



"fold test" to canned goods. In one county in Ohio, for example, all labels were removed, the contents emptied, the cans numbered and the products rated according to color, weight, taste, amount of liquid, and price. Comments the demonstrator on tests of peas and pineapple: "In both cases we found that the highest price was not always the best."

Going into a program of clothing design, clothing construction, clothing renovation, and consumer purchasing, an Alabama agent reported over 5,500 families followed tips on clothing buying that they did not know before. Over 9,500 women and girls in the State learned how to take better care of their clothes and to renovate them. Almost 300,000 individual garments were made during the year at a saving of \$317,000. On dry cleaning, the amount saved totaled over \$37,000, while by doing outside sewing the members of the groups were able to make over \$23,000.

In Texas, some 3,800 girls kept records of their clothing expenditures and found that the yearly average was \$16.96 per girl. By making at home such articles as towels, aprons, coats, wraps, dresses, pajamas, etc., and by renovating old clothing, the girls did work valued at over \$109,000, a \$25,000 increase over the previous year.

● TESTING clothes for wear and comparing high-priced ones with those costing less were just as important as learning economy. A New Jersey group cooperated in a test on 2 types of dresses, one an inexpensive house dress, the other a "somewhat better garment." After a summer of hard wear the dresses were examined and it was found that in some instances the less expensive dress stood the strain of wear and frequent launderings quite as well as the "better dress."

Not to be outdone, the men in some areas decided to learn for themselves how well the shirts on their backs would wear. In one California county there were 8 evening farm center meetings where the better buying of men's shirts was stressed. Borrowing shirts of different prices from local haberdashers, this group studied the

labels on the shirts, their fabric quality, their construction. In another county, the home demonstration agent was welcomed to a meeting of the local Rotary Club which was given over to the subject "Your Money's Worth in Men's Clothing." The men were given samples of fabrics used in their clothing, with textile identification sheets. By the time the meeting was over, they knew that there is something else to look for in a suit besides color and cut. And they carried that information with them the next time they replenished their wardrobes.

● FOSTERING good-will between store manager and consumer was an indirect result of many of the "shopping expeditions" held by county groups. Primary purpose of the expeditions was to teach consumers to read labels, to discriminate between qualities and the uses of each type of goods, and to get a first hand view of the merchants' attitude toward the kind of information consumers want. Organizing such a project calls for a mass of preliminary work and arrangements.

In New Hampshire, over 500 women in 6 different counties went on shopping tours, a few of them traveling more than 150 miles from their rural homes in order to take part. In the morning, the group would visit grocery stores to learn grades and sizes in canned goods and fresh fruits and vegetables. Then followed a meat cutting demonstration. In the afternoon a men's shop was visited and the group was shown different qualities, styles, and sizes in men's shirts and pajamas. Similarly, women's and children's clothing was studied, always with the cooperation of the store manager, who supplied one of his clerks to explain what to look for when buying. This was checked back against what the women had learned in their discussions before making the tour.

The largest tour attracted about 200 women. This one even put on a style show in cooperation with a department store. The Extension Club furnished its own women and girls as models. The models, says the report, "ranged in age from 20 to nearly 70, and all appeared very professional in their

manner." Which all goes to prove that consumer enthusiasm doesn't stop at 40!

● FURNITURE is not all style, color, and comfort. Furniture buyers must be amateur interior decorators for the moment as well as experts able to judge construction and durability of a Chippendale sofa or a Louis XIV occasional chair.

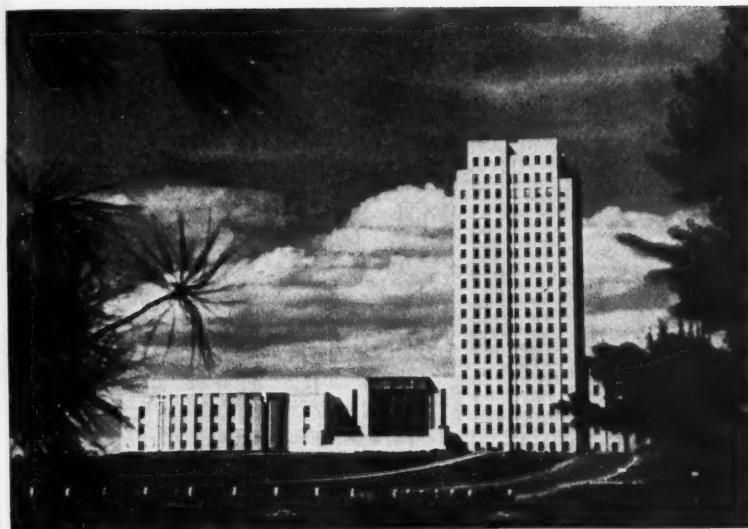
A group in Buffalo, N. Y., decided to learn what really makes the difference in furniture prices, and how to buy furniture that harmonizes with pieces already in the home.

First move of their leaders was to make trips to 3 factories manufacturing different types of furniture. They saw what was inside the cheap, the medium-priced, and the most expensive kinds of furniture. Then they took over a "model home" in one of the local department stores. With full sway to decorate and redecorate, they did the model home over and over, with furniture from the store, until they had discovered what could be accomplished with low- and with high-priced pieces.

The home demonstration agent's job is, in part, to show rural consumers what to look for when they buy. Those Ohio consumers who learned by objective tests that the highest-priced canned goods were "not always the best," were in an unusually fortunate position. They had the facilities for making the tests and learning for themselves. But housewives can't take portable laboratories with them every time they go into a grocery store.

Likewise, exploring furniture plants or wholesale meat establishments or clothing factories—even for the few lucky consumers who can go on these "tours" is research, not shopping. Consumers can't take apart an upholstered chair to learn what is inside or bring along a magnifying glass to get the thread count when they buy sheets.

The Extension Service agents have pioneered in teaching consumers the need for facts when they buy. It is up to the consumers themselves to pioneer in getting those facts, by insisting on objective grades and informative labels based on facts when they buy.



NORTH DAKOTA enacted a comprehensive Food and Drug Law in 1902, four years before the first Federal Food and Drug Act. Today, too, this State is one of those pioneering in food and drug and cosmetic fields. This is a picture of the North Dakota State capitol, architecturally one of the most distinguished in the country.

Looking into Food and Drug Futures

In the fifty-year march of food and drug events, the Federal Act of 1938 was one milestone. Here we look at another plan of regulation—in North Dakota—to see how one State does it

MILESTONES are convenient arrangements for measuring distances, but a well-designed milestone is also a good place to sit down to consider how far you have come, and how far you still have to go.

Using 1938 as a milestone, it is plain, looking back, that protective legislation for consumers has come a long way. The view ahead isn't so clear since futures are notoriously misty.

The first visible marker on the food and drug highway is dated 1879, when the first food and drug act was introduced into Congress. It was not passed, and 140 other bills were introduced into Congress to die in committee before the Food and Drugs Act of 1906 was finally passed.

That year, 1906, also saw the Meat Inspection Act passed. Preceding this law, there were two preliminary bills, one passed in 1890 and another in

1895, which commenced regulation of the sale of meat in interstate commerce.

In 1914, the Federal Trade Commission Act was passed declaring "unfair methods of competition in commerce" unlawful.

Racing past milestones, the surveying consumer comes finally to 1938, when two important consumer bills passed. The Wheeler-Lea Amendment to the Federal Trade Commission Act regulates advertising and "unfair or deceptive acts or practices" in interstate commerce. The Food, Drug, and Cosmetic Act repeals the outmoded provisions of the 1906 Act, and provides for food, drug, and cosmetic regulation more in keeping with present day requirements.

With the appearance, after the Civil War, of large corporations operating over the entire Nation, a demand for protective legislation arose from three distinct groups in the country. Farm

producers, disadvantaged in their relations with the people from whom they bought their supplies and the people to whom they sold their produce, asked for effective weights and measures laws, fertilizer laws, and feed laws. Business men wanted laws which would, first, aid them to compete in foreign markets, and second, protect them from the competitive practices of rivals who cut corners too closely. Consumers, too, began to voice the need for protection. They began to



ask assurances against poisonous drugs and dangerously contaminated foods.

Each group got its laws, though not always exactly as it wanted them. But as the laws were enforced, it became apparent that a law which enabled farmers to realize full value on their crops was also likely to be a law which helped consumers to buy wisely. Laws which protected scrupulous dealers from unscrupulous dealers became, at the same time, laws which protected consumers from being mulcted by dishonest practices. Laws originally designed to guard the health of consumers from poisonous and contaminated food and drugs evolved into laws which protected their health by protecting their pocketbooks, and which in turn form a basis for the rules regulating fair business practices.

Significant, also, is the fact that two distinct methods of regulation are today merging to produce the same kind of fair trade practices. Mandatory, for example, are the requirements under the Food, Drug, and Cosmetic Act that labels give certain specific items of information about the product. Yet, for many products outside the food, drug, and cosmetic classification, similar informative labeling is coming about as the result of a voluntary approach to the Federal Trade Commission by trade groups.

● STANDING at the 1938 milestone where all of these many roads cross, consumers upon whom part of the responsibility for future progress rests, might well ask themselves, "Where now?" Can we expect, for example, the type of regulation exemplified in the Food, Drug, and Cosmetic Law to be extended to all consumer goods, to the suits and hats, the gloves and stockings, and refrigerators and automobiles consumers buy? Will the activities of the Federal Trade Commission end up in fair trade practice rules for all products? Will these rules some day require distributors to indicate quality grades?

Federal laws apply only to interstate commerce. Big manufacturers, the kind who operate across State boundaries and engage in interstate commerce, fit well within the framework of these

laws. But in addition there are vast numbers of lesser manufacturers and distributors whom federal laws do not reach since they operate completely within the boundaries of a single State.

For complete assurance consumers must look to their State and local laws, as well as to their national laws. Consumers might well write to their State capitals for copies of their State food and drug laws. Profitable inquiries can result from a study of these laws to see whether they supplement effectively the protection which national laws give.

● TESTING the laws of a single State, North Dakota, for purposes of illustration, it is possible to see one of the trends the future may take for consumers. A study of the North Dakota laws cannot indicate exactly what the best kind of State law should be like. Perhaps there is a uniform State law which should be passed in every State. On the other hand, perhaps conditions in the United States make it inadvisable to have uniform State laws. A Supreme Court justice in a famous dissent once said that the great advantage

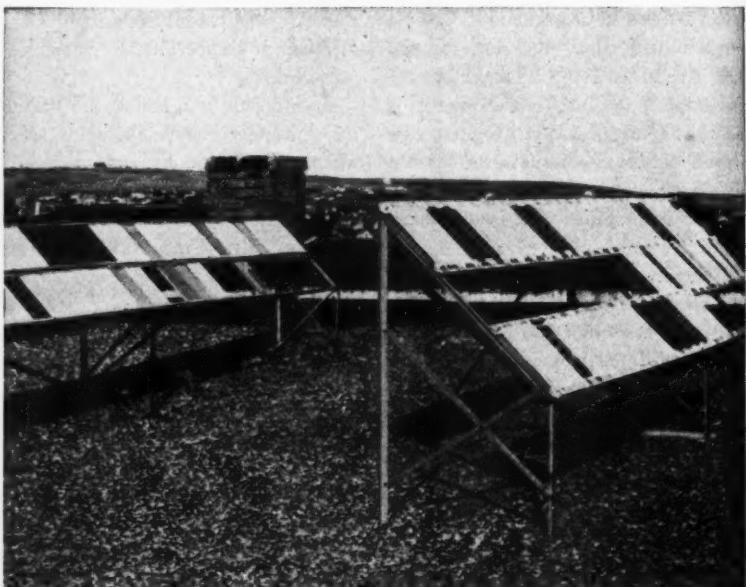
of having 48 States was that some of them could act as testing laboratories for the entire country.

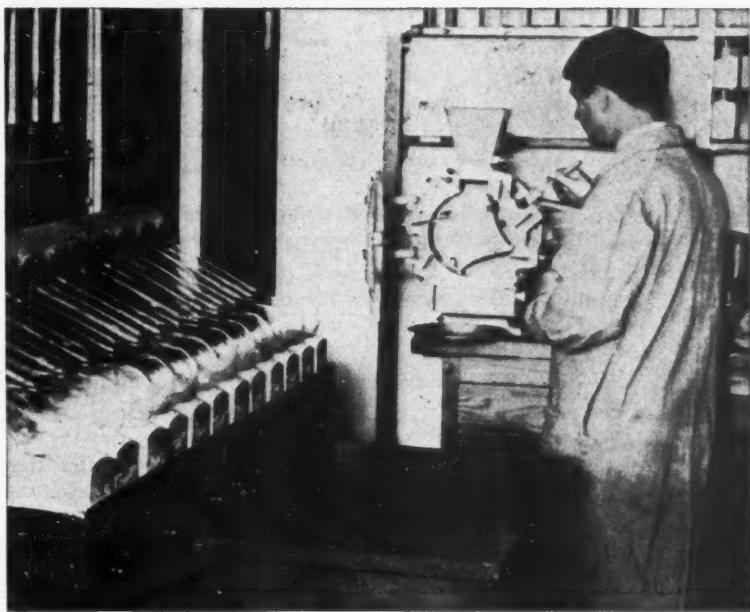
Basic legal safeguards of North Dakota's consumers are contained in 3 laws, the Food and Drugs Act, the Cosmetic Act, and the False and Misleading Advertising Law. In addition to these basic laws, there are also special laws applying to paints, fertilizers, animal feeds, petroleum products, insecticides and fungicides, and finally flour.

Beginning as all such laws do with a provision making it unlawful "to manufacture, sell, offer or expose for sale or delivery or to have in possession for sale or delivery" adulterated or misbranded foods or drugs, North Dakota's Food and Drugs Act goes on to describe what an adulterated or misbranded drug is.

Rules for drugs apply also to devices which are intended to affect the function or structure of the body. Nose straighteners, and appliances that make people fatter or thinner, or taller or shorter, which sometimes escape regulation, come under the law in North Dakota.

CHEMICAL analysis does not tell the whole paint story. One of the tests of paint is whether or not it will stand up under rain, snow, and the summer sun. Here the North Dakota Regulatory Department is measuring paints against their label claims.





NORTH DAKOTA is one of the 46 States that has a Feed Law to make sure that farmers get what they are paying for when they buy animal feeds. This chemist is testing the protein content of an animal feed.

that some of laboratories of North contained in Drugs Act, the use and Misuse. In addition are also spe- cials, fertilizers, products, in- and finally, laws do with unlawful "to expose for in possession adulterated or mis- North Da- goes on to tated or mis-

to devices ect the func- body. Nose es that make or taller or escape regu- w in North

ory. One under rain, a Regula- el claims.

Drugs that come in packages which are made or filled so that they deceive consumers are also misbranded. This, of course, hits at those familiar frauds, slack-filled containers, containers with false bottoms, with too thick glass, or with peculiarly deceptive shapes. Every drug must carry on the package a plainly marked statement of its weight, measure, or count.

Directions for use of drugs must be properly written. If a drug is harmful when taken in the dose suggested on the label or in advertisements, it is regarded as misbranded. If it is harmful to children, or to persons suffering from certain conditions, and the label does not carry a warning to this effect, it also comes under the legal taboo. If it becomes harmful when taken over a certain period of time, it must also carry a warning. If a drug is subject to deterioration, adequate precautions must be given on the label.

● THESE are all provisions which are paralleled in the new Federal law.

Every drug must carry on its label a complete list of all the ingredients it contains. And if that is not enough to prevent fraud or deception, then it may be required to carry a quantitative as well as a qualitative analysis of its contents on the label.

Drug labels must carry a statement of the quantity of alcohol or any narcotic or habit-forming drug the preparation contains.

Foods are adulterated if they contain any admixture which lowers their quality or strength, or makes them injurious to health. Substitution of one ingredient for another in a food constitutes adulteration. So does the removal of a valuable ingredient, or treatment which makes a food appear more valuable than it actually is, or an attempt to imitate a more valuable food. Poisonous or harmful substances, whether added to a food or naturally contained in it, put a food over on the adulterated side. Foods that contain filthy, decomposed or putrid substances are adulterated. So is a food that is the product of a diseased animal or an animal that died by any other method than slaughter.

The Food Commissioner is empowered by law to fix, adopt and enforce definitions and standards for articles of food and drink. Foods are adulterated if they do not conform to the accepted standards of purity or quality.

Misbranding of foods arises under the law if any statement on the label is false or misleading. A product must not be offered for sale under the distinctive name of another product. It must indicate its alcoholic content. It must state the net weight, measure, or count of the contents. It must not be packaged so as to mislead consumers into believing they are getting more than they actually receive. Imitations must be marked imitations.

● FOOD compounds or mixtures may be required to list on their labels what they contain, and, if the Food Commissioner believes it necessary for the protection of consumers, the amount of each ingredient.

Bread must be sold in loaves that are multiples of one pound, except that the pound and a half loaf is permitted. Cold storage products must be marked cold storage, and dated to indicate when they were put into cold storage and when removed.

Misbranded and adulterated cosmetics are defined in much the same general terms as these types of out-

[Concluded on page 19]

16 YOUR FOOD SUPPLIES AND COSTS

HIGHLIGHTS

Hog slaughter is expected to be considerably larger during the 1938-39 marketing year, which opens October 1.

Potato prices appear to be close to their low point for the season.

Grapes and apples are usually most plentiful and lowest in price in October.

Cranberry supplies will probably be much smaller than 1937's bumper crop.

Downswing in retail bread prices appears to be under way. Marked reductions reported in several New York and New England cities.

ALL FOODS Retail food costs dropped sharply (2 percent) from July to August. In mid-August they were about the same as in February—the low point for 1938. This decline was due principally to a marked reduction in prices of most fresh vegetables. Lower prices of meats, canned fruits and vegetables, sugar, and dairy products helped to push down costs in general. The decline in meat prices was the first since last February. Contrary to the trend of most prices, eggs went up, as they usually do at this time of the year.

Above-average reductions in food costs occurred in the mid-western and mountain States. In the south the decline was only about half that for the United States in general. In 4 southern cities costs went up.

Food costs in August were considerably (8.3 percent) under their level of a year earlier. Items in the market basket of a workingman's wife, which cost \$1.00 in the three year period 1923-25, retailed at 78½ cents this August. In August 1929 these same items cost \$1.08. In August 1932 they were retailing at 67 cents.

MEATS Meat supplies during the remainder of the year are expected to

increase seasonally, and to be larger than in 1937. A price decline usually occurs as marketings increase. Prices probably will continue below their 1937 level, but the decline this year is likely to be much less than the sharp drop during the last quarter of 1937.

PORK Hog marketing year commences on October 1, and supplies during the 1938-39 season probably will be considerably larger than in the season now ending. The usual increase in marketings which occurs during the last quarter is expected to be fairly large, but may be smaller than the sharp increase in 1937. Prices generally go down during this period and the low point in fresh pork is usually reached in February.

Fresh pork prices declined from July to August, but retail prices of smoked items and lard moved up. Pork prices are the lowest for August since 1934. Compared with a year ago, when drought effects were being felt, price reductions per pound are: lard and ham, 4 cents; bacon, 6 cents; fresh pork, 8 cents.

LAMB Supplies are expected to increase seasonally in October and to be larger than a year earlier. Marketings

generally reach their peak in October, but the low point in retail prices ordinarily does not come until December.

A decline in retail prices of all lamb cuts in August checked the up-swing in prices which had been underway since May. In mid-August lamb prices were from 2½ to 5 cents a pound cheaper than last August, with the sharpest decreases in rib chops.

BEEF Better grade cattle supplies during the remainder of 1938 and early 1939 are expected to continue larger than a year ago. But, with smaller supplies of lower grade cattle, total cattle slaughter may not differ much from a year ago. Retail beef prices generally decline during the last quarter of the year and reach their low point the following February. The price decline this year will probably be much less than the unusually sharp decline of a year earlier.

Round steak was the only major beef cut to advance in price from July to August. In mid-August steaks were about 7½ cents a pound, and roasts 5 cents a pound, lower than a year ago.

DAIRY PRODUCTS Butter prices, which usually rise from June through December, had gone up very little by mid-September. Record cold storage holdings, and heavy milk production, have been major factors in preventing an upswing in prices. In mid-August butter was retailing at 6 cents a pound less than a year earlier.

FRESH VEGETABLES Supplies of most vegetables in the late produc-



in October, prices ordinary. December, of all lamb the up-swing in underway lamb prices costs a pound less, with the tops.

tle supplies in 1938 and early continue larger with smaller cattle, total differ much. Beef prices in the last quarter in their low January. The probably be very sharp de-

major beef from July to steaks were and roasts 5 a year ago.

Butter prices, June through very little by cold storage production, in preventing mid-August cents a pound

Supplies late produc-

ing States, which are a major source of supply during the last third of the year, are expected to be larger than a year ago. Marked increases over 1937 are reported for cabbage and celery, and slight increases are in prospect for onions and carrots. Potato supplies probably will be a little smaller than in 1937. But sweet potato production is expected to be slightly larger than a year ago and the third largest crop on record. Onions, celery, and potatoes usually reach their seasonal low point in October, while sweet potatoes and cabbage are lowest in November.

Prices then rise during the remainder of the winter as supplies move out of storage.

Cranberry production most likely will be about 40 percent less than the 1937 bumper crop. Marketings are heaviest in November, and prices gen-

erally lowest. Good quality cranberries are firm, with a fresh, plump appearance and a high luster. Moisture on cranberries which come out of cold storage does not indicate inferior quality.

Sharp decline in retail prices from July to August carried vegetables to relatively low levels. In mid-August all vegetables except spinach were cheaper than a year earlier.

FRESH FRUIT Grapefruit season for 1938-39 opened in September, when the first Florida and Texas grapefruit of the season reached markets. A seasonal upswing in marketings is in prospect for the rest of the year. Under the provisions of an Agricultural Adjustment Administration marketing agreement, during October Texas is shipping only grapefruit grading U. S.

No. 1 or U. S. No. 2. Grapefruit growers expect a much larger crop than a year ago.

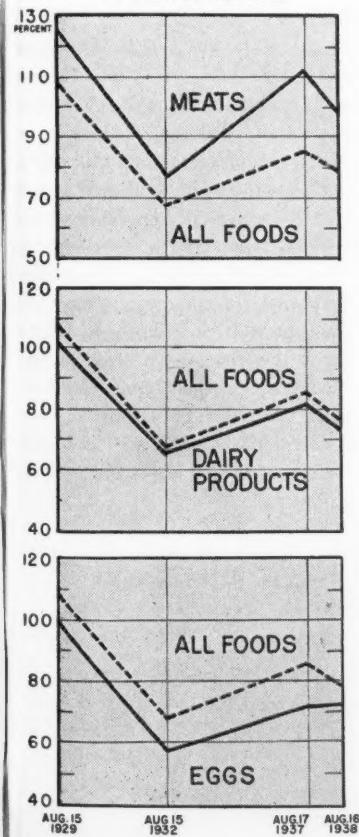
Apple and grape marketings usually are heaviest in October. Part of the apple crop is placed in cold and common storage, and supplies thus are available until the new crop matures in the following summer. Apple production is estimated at about a third less than the big 1937 crop. But, as a result of lower consumer incomes, apple prices have not been much above their level of a year earlier. Grape prices to growers, despite only a slight reduction in production from 1937, have dropped to low levels.

EGGS Price increases in recent weeks have been most marked in top grade eggs. The supply situation remains unchanged, and it still appears that through November egg supplies will decrease seasonally and be smaller than a year ago. Retail egg prices went up from July to August but were only slightly above their level of a year earlier.

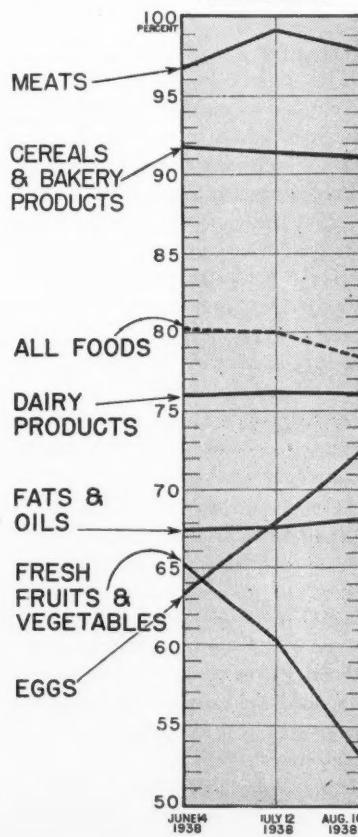
CHANGES IN RETAIL FOOD COSTS

(1923-1925 = 100)

A PERSPECTIVE



A CLOSE-UP



CEREALS AND BAKERY PRODUCTS

Downswing in retail bread prices appears to be under way. From July to August the U. S. average price of white bread declined one-tenth of a cent per pound. In early September bakers in New York City, the New England States, Philadelphia and other cities reduced prices. The reduction in New England amounted to 2 cents a 20-ounce loaf. On the basis of current market prices of flour and other bread ingredients, price declines appear to be warranted in many other areas.

POULTRY Supplies are expected to increase seasonally and to continue larger than in 1937 during the remainder of the year. Ordinarily, poultry prices reach their low point in December. Marketings of broilers, lightest weight chickens, usually start to decrease in October, but supplies of roasters, chickens over 3½ pounds, increase seasonally. Retail poultry prices in mid-August were 3 cents a pound lower than a year ago.



A GROUP of 10 Negro farmers in Fayette County, Texas, is operating the first cooperative sawmill in that State, according to the U. S. Forest Service. The portable unit costs about \$250. It is moved from one neighborhood to another as demands arise for its use by both white and Negro farmers in the county. Fayette County farmers, it is reported, now can buy lumber and shingles which many of them could not buy in any other way.

The Forest Service believes that such cooperatives will increase the value of farm woodlands and greatly facilitate the use of home-grown forest products.

NATIONAL training school of the Cooperative League of the U. S. A., at which future employees, executives, and educational leaders of the cooperative movement get academic and practical training, has changed its name from "Cooperative College" to "Rochdale Institute." Current session of the Institute opened September 26 in New York City.

"A MEANS of communication between the Credit Union Section in the Farm Credit Administration and the thousands of officials of Federal credit unions," the periodical, *Cooperative Saving*, discontinued in 1936, now makes its appearance again, and in larger form. Volume I, No. 1, of the new series is dated July-August 1938.

The magazine, to appear every other month, will "deal chiefly with problems of management and interesting developments in the credit union field." Three copies are to be supplied without charge to each federally-chartered credit union. Subscriptions (from the Superintendent of Documents, Government Printing Office, Washington, D. C.) will cost 50 cents a year.

First issue includes a "Page for Beginners," a Question and Answer section, an article on increasing membership interest, a discussion of "What Is an Efficient Credit Union?", and a story about a credit union down in Birmingham, Alabama, that "took to the stage."

CONSUMER COOPERATIVES are becoming increasingly interested in cooperative credit, reports the U. S. Bureau of Labor Statistics in the Monthly Labor Review for June, 1938. In a survey of credit union operations in 1936, the Bureau found that there were 78 credit unions composed of employees and members of cooperative associations. (There are probably many more today.)

Most co-op stores operate on a cash basis. Often the cooperative would like to aid its members to finance purchases of goods which require a large outlay, such as refrigerators, washing machines, and other household equipment. The credit union—which is a cooperative savings and small loan association—is an obvious answer.

Likewise, "store members who are unable to pay for the groceries and other necessities obtainable at the store can borrow from the credit union. One cooperative leader who is strongly in favor of credit unions for cooperators points out that to expect the store association to extend credit is to expect it to act as banker—a function which it was not intended to perform."

GRADED PRODUCTS are being sold in more and more cooperative stores. About 300 housewives at Greenbelt, Maryland, the Farm Security-sponsored community, turned out to see Government experts demonstrate meat grading in the Greenbelt school auditorium. So enthusiastic was their response, that

the Cooperative Food Store immediately put in graded meats.

THE Federal Trade Commission has stepped in to protect the use of the word, "cooperative," for *bona fide* cooperative undertakings. Two Chicago mail order dealers have been ordered by the Commission "to cease representing, through use of the trade name Cooperative Buyers' Service, or any other name of like import, that the business conducted by them is that of a cooperative. Such business was found to be not that of a cooperative but of a business conducted for profit." The FTC order declares this an unfair method of competition, hence outlawed under the Federal Trade Commission Act.

ONE of England's few newsreel theaters, and the only one in the seaside town of Blackpool, has been opened by the Blackpool Cooperative Society. The Theater, seating 900, is located on the fourth floor of the cooperative's central store. The Society operates 40 stores in the community.

DOCTORS and dentists and hospitals are notoriously few and far between in most country districts. Weber County, Utah, farmers at a Farm Bureau picnic 2 years ago called for a committee to work on the problems of medical and dental care for their families.

The committee of community leaders set to work first to get the facts. A Resettlement survey of 97 families showed that for emergencies alone an average of \$90 per family had been spent in the past year. Teeth topped the expense list; then came eyes; then tonsils. An average family medical and dental bill of \$50 for absolutely necessary care was expected for the next year.



LOOKING INTO FOOD AND DRUG FUTURES 19

[Concluded from page 15]

Local Dental Society statistics showed that only 8 to 10 out of every 100 people in the county and Ogden City were getting any attention for their teeth.

Dental care seemed to be the first necessity. Moreover, it required less capital than a medical care program. Studies were made of costs of operation, services to be rendered, available dentists, offices, State laws.

The Weber District Health Association was formed, with 2 Resettlement cooperatives participating in it. Membership contracts call for a life membership payment of \$35 per family. Cost for a family of up to 5 members is \$20 a year. If the family is larger, there is a payment of \$2 per person for each individual over 5.

The dental office opened last November, with a licensed Utah dentist in charge. During the first week of operation alone, 52 farm people had their teeth cared for.

SKILLED auditing service is one of the prime needs of a cooperative, and one which a central cooperative organization is usually in the best position to supply.

The Cooperative Auditing Service, allied with the Midland Co-op Wholesale and the Land O'Lakes Creamery, made 439 audits last year. It served cooperatives ranging from poultry associations and potato warehouses to insurance and telephone societies. Gas and oil co-ops and creameries called for the largest portion of the audits.

Average cost per audit was \$66.10. Of this \$42.15 was for labor.

COOPERATIVE roadside marketing is progressing in Wisconsin. Twelve brightly awninged but inexpensively equipped market stands in the southeastern part of the State sell a large variety of graded farm products. Six of these are in Milwaukee County.

The Southeastern Wisconsin Fruit Growers' Association, with a membership covering 5 counties, arranges for the cooperative buying of spray materials and orchard supplies. Spray materials are said to be costing about half of former prices.

lawed food products. No statement of ingredients, however, is demanded on cosmetic labels.

Consumers are also protected by the False and Misleading Advertising Law which seeks to prohibit any advertisement which is untrue, deceptive or misleading. This law, unlike the Federal law, does not specifically ban the insinuating half-truth which misrepresents by withholding key facts.

CONSUMERS' GUIDE readers who read the analysis of the Food, Drug, and Cosmetic Act in the July 1938 issue of the GUIDE, and the analysis of the Wheeler-Lea Act in the June 6 and 20 issue of the GUIDE will recognize immediately that the North Dakota laws bear a marked resemblance to the Federal laws. And they will see a few notable differences.

Consumers noting North Dakota's separate laws for petroleum products, paints, fertilizers, and feeds will also jot down the guess that perhaps this is a trend. Perhaps, they will say to themselves, there is going to be a gradual extension of laws taking the side of the consumer in the sale of commodities.

But after all these distinctions are made, consumers will come up against one difference that will jolt them wide awake, and set them vigorously measuring pros against cons.

• MOST DISTINCTIVE difference between the North Dakota laws and the Federal laws is contained in the paragraph in the North Dakota laws called "Analysis and Publication."

"It shall be the duty," these sections read, "of the State Food Commissioner to make or cause to be made analyses, examinations, and inspections . . . (he) shall have authority to publish the reports of such analyses, inspections and research for the information of the public."

Under this paragraph the State chemist analyzes foods, drugs, cosmetics, gasoline, paints, varnishes, kerosene, fertilizers, and feeds. Once the results of the tests are known, they are published in Department reports.

"A statement in a report issued by us," the Food Commissioner and Chemist observes, "that a product of a certain manufacturer is illegal for the reason shown is much more effective than the assessment of a small fine, and the cost is only a minute fraction of the cost of litigation.

". . . The mere fact of the publication of the findings results in most concerns taking very drastic steps to correct their products and to avoid further unfavorable mention in the reports."

• CONTRASTING sharply with most law enforcement methods, the North Dakota technique is something new on the food and drug horizon. Under the Federal law, analyses are made of foods and drugs in the enforcement of the law. But they are not made public at all unless they happen to be introduced as evidence in court.

In North Dakota, however, the State chemist may analyze any of the products which come under the laws that he enforces, and publish his results, together with notations as to whether or not the articles come up to label claims. "This is a good paint," he says of one paint, and, he notes approvingly, "it comes up to all of its label claims." In another case, he says, "This is a poor paint, it contains water." Reports have been issued on paints, tomato catsup, witch hazel, iodine, and a great number of foods, drugs, and petroleum products. The State, however, does not analyze individual products on consumers' requests.

• CONSUMERS who take the long view might look at North Dakota and try to detect a trend.

Will this kind of thing, they might surmise, lead to a vastly different kind of law enforcement, with publicity doing the job police have tried to do? Or will these laboratories—another surmise—some day develop into consumer testing laboratories, and where will that lead to?

Whatever the answer, North Dakota's are testing laboratories in more ways than one.

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